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CONFIDENTIAL FACSIMILE TRANSMITTAL SHEET

 DATE SENT: November 22, 2004

 DELIVER TO:

 Name:
 Examiner Jon Ouellette

 Company:
 USPTO / GAU 3629

 Phone No:
 703-605-0662

 Fax No:
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FROM:

Ramraj Soundararajan

YOUR FILE:

09/658,632

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In re Application of: Megiddo et al.

Serial No.: 09/658,632

Group Art Unit: 3629

Filed:

9/8/2000

Examiner:

Jonathan P. Ouellette

Title:

A System and Method for Improving the Effectiveness of Web Advertising

PTC/SB/21 (08-03)
Approved for use through 07/31/2008, OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paper Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. **Application Number** 09/658,632 TRANSMITTAL **Filing Date** 09/08/2000 **FORM** First Named Inventor Megiddo, Nimrod (to be used for all correspondence after initial filing) Art Unit 3629 Examiner Name J. Quellette **Attorney Docket Number** ARC920000029US1 Total Number of Pages in This Submission ao **ENCLOSURES** (check all that apply) After Allowance communication x Fee Transmittal Form Drawing(s) to Group Appeal Communication to Board Fee Attached Licensing-related Papers of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) X Amendment / Reply Petition Petition to Convert to a Proprietary Information After Final Provisional Application Power of Attorney, Revocation Change of Correspondence Address Affidavits/declaration(s) Status Letter Other Enclosure(s) (please X Terminal Disclaimer X Extension of Time Request identify below): **Express Abandonment Request** Request for Refund Request for Continued Examination (RCE) Information Disclosure Statement CD, Number of CD(s) Remarks Certified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm Lacasse & Associates, LLC Individual name Signature Rama Soudararai November 22, 2004 Date CERTIFICATE OF TRANSMISSION/MAILING I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.P. Box 1450, Alexandria, VA 22313-1450 on the data shown below. Type or printed name

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Effective 10/01/2003. Papent fees are subject to annual revision										3629					
Applicant Claims small entity status. See 37 CFR 1					1.27										
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SUBMITTED BY	SUBMITTED BY Complete (f applicable)														
Name (Prostrype) Ramraj Soundararajan					Registration No. (Attorney/Agent) 53832				Telaphone	(703) 8	38-7683				
Signature Parisa, Sallad arasa,					an i rayi rigi				-	Date	11/22/04				

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	Re	egistration i	No.				Telephone		100 505
Name (Print/Type) Ramraj Soundararajan		Itomey/Ag					relephone	[(703) t	338-7683

Signature

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This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

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 Submission required under 37 CFR 1.114 Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s). 								
a. Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.								
i. Consider the arguments in the Appeal Brief or Reply Brief previously filed on								
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I. Amendment/Reply iii. Information Disclosure Statement (IDS)								
ii. Affidavit(s)/ Declaration(s) iv. Other								
2. Miscellaneous								
Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a								
a period of months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)								
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3. Fees The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed. The Director is hereby authorized to charge the following fees, or credit any overpayments, to								
a. Deposit Account No. 09-0441 I have enclosed a duplicate copy of this sheet.								
i. RCE fee required under 37 CFR 1.17(e)								
ii. Extension of time fee (37 CFR 1.138 and 1.17)								
ii. Other								
b. Check in the amount of \$enclosed								
c. Payment by credit card (Form PTO-2038 enclosed)								
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED								
Signature Rama Dundana Date 11/22/2004								
Name (Print/Type) Rammaj Soundararajan Registration No. 53832								
CERTIFICATE OF MAILING OR TRANSMISSION								
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Name (Print/Type)								

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